



LA Fashion District BID
Board of Directors Meeting Minutes
January 15, 2015

Board Members Present: Linda Becker, Mark Cohen, Jorge Flores, Steve Hirsh, Hilda Jimenez, George Lintz, Laurie Rosen, Brian Taban, John Van Den Akker, Suzette Wachtel, Debbie Welsch.

Board Members Absent: Jason Deibler, Darlene Kuba, Ramin Haverim, Brad Luster.

Guests Present: Mike Alvidrez, Dr. Lisa Abdishoo, Mark Chatoff, Yul Kwon, Jesse McKenzie, Dana Trujillo

Staff Present: Kent Smith, Executive Director, Lynn Myers.

The meeting convened at 11:54 a.m. Several items were taken out of order of the agenda.

1 Public Comment: None received.

2 Welcome and Introductions

New Board Members Linda Becker and Debbie Welsch were introduced. Property owner Yul Kwon was welcomed.

3 Skid Row Housing Trust Presentation

SRHT has purchased two sites at 649 S Wall Street and 401 E 7th Street in the LA Fashion District for development of two permanent supportive housing projects. Both properties are in escrow. The development team requested Board support for the projects. Board Members asked questions and discussion focused on housing for downtown homeless, high traffic in the proposed clinic, and community outreach. SRHT representatives explained behavior expectations and security in their current successful projects.

4 Approval of Minutes: November 20, 2014. Unanimous approval.

5 Committee Reports

Finance: Committee Chair Mark Cohen gave the report and requested approval of the committee's recommendation to hire the same auditor as last year, the accounting firm Gleicher Tilley and Leonard LLC (GTL LLC), to prepare the 2013 annual audit and financial statement.

MOTION: Hire the accounting firm Gleicher Tilley and Leonard LLC (GTL LLC), to prepare the 2013 annual audit and financial statement.

Steve Hirsh moved to approve. Linda Beck seconded.

The motion was approved on January 15, 2015.

Members voting Yes: Linda Becker, Mark Cohen, Jorge Flores, Steve Hirsh, George Lintz, Laurie Rosen, Brian Taban, John Van Den Akker, Suzette Wachtel, Debbie Welsch. Members Abstaining: Hilda Jimenez

The financial summary and cash flow reports were distributed and discussed.

Operations: Captain Oreb was unable to attend the Operations Committee meeting. A representative from the Bureau of Street Services (BSS) reported on successful enforcement measures at the San Pedro Swap Meet on Saturdays in the area of 12th St and San Pedro St. In 2014 the Board of Directors approved overtime payment to BSS to conduct sweeps.

Board Members discussed the sometimes lengthy time gap between when trash is bagged and picked up by the collection trucks.

6 Support for SRHT Projects

Board Members discussed the pros and cons of supporting development of permanent supportive housing projects in the LA Fashion District. They agreed to prepare a policy for Board approval that addresses proposed residential and clinic projects.

MOTION: Support the Skid Row Housing Trust projects in concept contingent on appropriate community outreach.

Mark Cohen moved to approve. Linda Becker seconded.

The motion was approved by unanimous vote on January 15, 2015.

Members voting: Linda Becker, Mark Cohen, Jorge Flores, Steve Hirsh, Hilda Jimenez, Laurie Rosen, Brian Taban, John Van Den Akker, Suzette Wachtel, Debbie Welsch.

7 Fashion District Board of Directors

Officer Election: The following Board Members were elected for one year terms:

Steve Hirsh, Chair
Jorge Flores, Vice Chair
Mark Cohen, Treasurer
Laurie Rosen, Secretary

Committee Appointments: to be emailed to Members.

2015 Meeting Calendar: No comments received.

2015 Board Roster: No comments received.

8 Executive Director Report

Meeting with City Attorney: Kent Smith reported that downtown BIDs met with Mike Feuer to discuss various issues including the Lavan Case that involves confiscation and handling of homeless possessions, development of consequences for nuisance behavior, nuisance abatement proceedings on several properties in downtown, and recent criminal prosecutions for operators of marijuana dispensaries.

Meeting with LAPD Police Chief Beck: BIDs met with Chief Beck and Assistant Chief Paysinger to discuss deployments in downtown. The Safer City Initiative effort continues with 50 officers patrolling streets however increasing numbers of protests in downtown LA are taking up resources.

9 New Business

BID Managing Director Lynn Myers is retiring and was recognized for 20 years of service.

10 The meeting adjourned at 1:52 pm

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LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, February 26, 2015

Board Members Present: Linda Becker, Mark Cohen, Jason Deibler, Jorge Flores, Steve Hirsh, Darlene Kuba, Bradley Luster, Laurie Rosen, John Van den Akker, Suzette Wachtel, Debbie Welsch

Board Members Absent: Ramin Haverim, George Lintz, Brian Taban

Guest Present: Robert Ellingwood

Staff Present: Kent Smith, Rena Leddy, Jasmine Ramos, Ariana Gomez

The meeting convened at 11:45 a.m.

1. **Public Comment:** None received.
2. **Welcome & Introductions:** Rena Leddy and Jasmine Ramos were introduced. Intern and guest of Brad Luster, Robert Ellingwood was welcomed.
3. **Approval of Minutes:** January 15, 2015: Linda Becker moved to approve minutes. Jorge Flores seconded Unanimous Approval.

4. Sidewalk Vending Update

City Council has put forward a motion to legalize sidewalk vending. CCA has proposed retaining a consulting firm to organize outreach to the larger city- outside of Downtown. CCA is projecting the cost of outreach will be approximately \$60,000. Kent Smith recommends the LA Fashion District BID contribute \$10,000. Board Members asked questions and discussion was focused on the enforcement of rules & regulation of the ordinance, and the impact sidewalk vending will have on property owners.

- a. **Fashion District Contribution – Business Outreach Campaign on Sidewalk Vending**
Bradley Luster moved to support the coalition and contribute \$10,000 to outreach efforts.
John Van den Akker seconded. Motion approved by unanimous vote.
Voting members: Linda Becker, Mark Cohen, Jason Deibler, Jorge Flores, Steve Hirsh, Darlene Kuba, Bradley Luster, Laurie Rosen, John Van den Akker, Suzette Wachtel, and Debbie Welsch.

5. BID Board of Directors

- a. **Committee Appointments:** Steve Hirsh presented the 2015 Committees for the LA Fashion District BID.
- b. **Board Resignation & Appointment:** Hilda Jimenez submitted a letter of resignation from Board of Directors. It was suggested Mark Chatoff take her place until the next Board election. Per the bylaws.
 - i. **Appoint New Board Member:** Darlene Kuba moved to appoint Mark Chatoff to Board of Directors for the remainder of the year. John Van den Akker seconded. The motion was approved by unanimous vote. Voting members: Linda Becker, Mark Cohen, Jason Deibler, Jorge Flores, Steve Hirsh, Darlene Kuba, Bradley Luster, Laurie Rosen, John Van den Akker, Suzette Wachtel, and Debbie Welsch.

6. **Adjourn to Closed Session:** Litigation Assessment of Horlings v. City of Los Angeles
Darlene Kuba moved to adjourn the meeting for closed session. Linda Becker seconded. Motion approved to adjourn for closed session by a unanimous decision. Meeting adjourns for closed session to receive an update on the Horlings case.

7. Reconvene LA Fashion District Board of Directors Meeting

Linda Becker moved to reconvene the Board of Directors Meeting. Darlene Kuba seconded. The motion to reconvene was unanimously approved.

8. Executive Director's Report

LA Downtown News "Best Projects of 2014": Kent Smith congratulated Jason Deibler for receiving project of the year for Ace Hotel. Star Apartments also received an award, for the LA Downtown News' Distinguished Downtowner Award.

Joe's Parking Lot: The lot is slated to close March 1st to make way for G.H. Palmer project (700 units, 30,000 square units of commercial space). Once established, the property owner is committed to funding the street-scaping from 7th St. to 11th St.

Parking Signage: Kent Smith reported parking signage is available for installation at no cost to the property owners. This was provided by a Transportation Grant.

Gleicher Tilley and Leonard LLC (GTL, LLC) Audits: Auditors to present financial statement for approval at March Board of Directors Meeting.

Coordinated Entry System: Kent Smith met with LAMP, United Way, and Skid Row housing Trust to discuss getting the homeless individuals in our district into housing. A proposal will be presented to the Board in the next couple of months.

Market Grocery Public Nuisance Meeting: Randall Tampa was at a public nuisance hearing for Market Grocery asking them to deny a permit to sell alcohol because of the security related problems at the property. The owner was given 14 days to meet with LAPD and come up with a solution. A decision will be made thereafter.

California Downtown Association Conference March 9-11: Kent Smith invited the Board to attend the conference. If any board members are interested, the registration will be financed by the BID.

Fast Track Recap: Kent Smith reported on the half day summit. One of the big takeaways was that the speaker from Brookfield properties believes there will be a migration of tech companies coming to downtown LA in the next few years.

9. **Marketing & PR Year to Date Report:** Ariana Gomez reported that since the reconstruction of the website in April we have had 500,000 visitors. All social media sites have had a substantial increase of followers. We sold our first advertisement to Orange Shine, a wholesaler within the district, which will appear on the Fashion District website. PR efforts during Valentine's Day resulted in over 5 million impression and \$168,000 worth of advertisement for the Fashion District.

10. New Business

Debbie Welsch inquired about zoning changes with the Fashion District. Kent Smith reported that currently there are two efforts are in the works: Recode LA, which will streamline the existing structure and updating the Downtown Community Plan, which will change zoning entirely. It was agreed that the LA Fashion District needs to be deeply involved in both initiatives.

11. **Adjourn:** *The meeting adjourned at 1:20pm*



LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, March 19, 2015

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Suzette Wachtel, Debbie Welsch

Board Members Absent: Jason Deibler, Darlene Kuba, George Lintz, Laurie Rosen, Brian Taban, John Van den Akker

Guest Present: Fabio Vasco-CTL, LLP

Staff Present: Kent Smith, Rena Leddy, Jasmine Ramos, Jose Gonzalez, Ariana Gomez

The meeting convened at 11:58 a.m.

1. **Public Comment:** None received.
2. **Welcome & Introductions:** Auditor Fabio Vasco was introduced.
3. **Approval of Minutes:** January 15, 2015: Jorge Flores moves to approve minutes. Linda Becker seconds. Motion approved by unanimous vote.
4. **Auditor Presentation:** Fabio Vasco reported all documentation was compiled and readily available during the auditing process. At this time the firm has no recommendations to improve the functioning of the BID.
 - a. **MOTION: Approval of 2014 Audit**
Jorge Flores **moved to approve the 2014 Audit**. Mark Chatoff seconded. Motion approved by unanimous vote.
Voting members: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Suzette Wachtel, and Debbie Welsch.
 - b. **Jorge Flores moved to approve the 2014 Audit Disclosure Letter.** Mark Chatoff seconded. Motion approved by unanimous approval.
5. **Discussion on Proposed Fashion District's Homeless Outreach Project:** Kent Smith reported there are currently 150-175 homeless encampments in the district on a nightly basis, these levels have not been seen since the City's Safer City Initiative. Discussions have been held with LAMP, United Way, Skid Row Housing Trust, and County DHS in an effort to address homelessness in the Fashion District. It has been determined there are two critical elements in assisting the homeless issue, outreach and a nexus tying it to housing. The BID hopes to present a concrete plan of action during April or May.
6. **Discussion on SB 608 and Motion to approve funding:** A handout was distributed introducing SB 608 to the Board of Directors. SB 608 is known as the "Rights to Rest Act", it gives *persons experiencing homelessness the right to use public space without discrimination based on their housing status*. Violation of the new rights, as outlined in the bill, by any BID agent will be subject to civil sanctions. Efforts to stop or amend the bill significantly will require work in Sacramento. Kent Smith recommends the Board contribute up to \$5,000 to the California Downtown Association to aid in the efforts to amend/stop the bill. Kent Smith reported the CDA is looking into retaining a lobbyist firm in the Sacramento area. Efforts toward the bill will be made by a consortium of BIDs across the state of California.
 - a. **MOTION: Approval for up to \$5000 to work on SB 608**
Mark Cohen **moved to approve up to \$5,000 toward SB 608**. Mark Chatoff seconded. Motion approved by a unanimous vote. Voting Memebers: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Suzette Wachtel, and Debbie Wel
7. **Executive Director's Report:** Kent Smith announced veteran Safe Team members Manuel Madueno, Ivan Garcia, and Nancy Alonso will be leaving the Safe Team for career opportunities with the LAPD, LBPD, and TSA. Police Chief Perez, from the Central Bureau division, has requested a meeting be coordinated for all BIDs in the area, the

meeting will focus on introducing his new command staff. The city has announced trash collection fees will be increased by 8.33% or \$54.80 per each ton. A statement of claim was received by the BID in reference to a car accident in December 2014; the notice was given to the insurance company and Chrysalis has been made aware. City Council will hold a hearing for the increase of minimum wage on March 24, this is the first of four scheduled hearings. LADOT has started aggressively issuing citations for vehicles blocking alley ways. Tenants should use designated areas for loading/unloading purposes. An LA Times Reporter, working on a positive investigative piece, took a tour of the LA Fashion District BID this week. The piece will focus on the contribution the BID and property owners are making and the effort the City makes taking into account the work of BIDs.

PR & Marketing: Ariana Gomez reported Spring 2015 BID Lines is at the printer and will be issued at the end of the month. Prom Outreach is in full swing, we will be working with Univision to promote the LA Fashion District by dressing girls for prom. Santee Court held a Court Yard Sale and Fashion District Outreach packages were sent to the event coordinator. We will continue residential outreach as residential projects are completed. CB shipping became the second vendor to purchase Advertisement space on the LAFD website. They are the first vendor within the district to have purchased a long-term advertisement. Space Activation is the next major PR/Marketing project and is slated for early this summer.

Kent Smith reported a consortium of BIDs has hired the Rodriguez firm for the city outreach project regarding street vending. The issue is scheduled to come before council in October.

8. Committee Report

- a. **Operations:** Debbie Welsch reported the Newton Division, TRaCE Task Force, and the Narcotics Unit were in attendance at the Operations Committee Meeting. The Newton Division and Randall Tampa are dealing with 70 graffiti tags a day. Senior Lead Carrillo informed the committee to send pictures and footage of the Graffiti to the department to assist in bundling crime charges when suspects are apprehended. For those properties with lighting issues, the LADWP offers a program to install additional lighting for the surrounding area. LAPD Newton Division reported 16 dispensaries in the Fashion District area, some of which are protected by Prop D. Those dispensaries not operating in accordance with Prop D, should be reported to the Narcotics unit. TRaCe is a multi-agency task force who are working to prosecute individuals involved in the underground economy. Agents are looking at various avenues of prosecution including tax fraud.
- b. **Finance:** Mark Cohen reported the committee discussed financials through February 2015 and we are currently \$30,000 under the budget the Board anticipated. New Trash fees are retroactive through March.

9. Treasures of Los Angeles Guest List: The event will take place May 14th at 11am at the Bonaventure Hotel and the BID has a table of 8 for those members interested in attending.

10. Annual LAPD/BID Luncheon & Awards Ceremony

- a. Wednesday, March 25, 2015 at the Omni Hotel- 11:30am to 12:00pm

11. New Business: Kent Smith announced next month is the annual meeting, both the Palmer and Capital Foresight, LLC project will be presented. Jose Huizar has been invited but has not RSVPd yet.

12. Adjourn: *The meeting adjourned at 1:36pm.*



LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, April 16, 2015

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Jason Deibler, Jorge Flores, Steve Hirsh, Bradley Luster, Laurie Rosen, Brian Taban, John Van den Akker, Suzette Wachtel, Debbie Welsch

Board Members Absent: Ramin Haverim, Darlene Kuba, George Lintz,

Guest Present: Yul Kwon (KAMA) and Mitch Carricat (Major Properties)

Staff Present: Kent Smith, Rena Leddy, Jasmine Ramos, Jose Gonzalez,

The meeting convened at 12:28 a.m.

1. **Public Comment:** None received.
2. **Welcome & Introductions:** None
3. **Approval of Minutes:** Mark Chatoff moved to approve minutes. Linda Becker seconded. The minutes were approved by a unanimous vote.
4. **First Quarter 2014 Financial Summary:** Mark Cohen reported on the First Quarter 2014 Financial Summary.
5. **Sidewalk Vending Update:** Kent Smith reported we are working with a consortium of BIDs to engage small business owners and gather information regarding the impact sidewalk vending will have on merchants. The issue may go before the Council this summer.
6. **SB 608 Right to Rest Act Update:** Kent Smith reported that there is a steady coalition growing against SB608. Several members of the coalition spoke at the State Judiciary Committee.
7. **Executive Director's Report:** Kent Smith reported that the Fashion District BID hosted the LAPD's Central Bureau for a meet and greet with all the Downtown BIDs. The purpose was to introduce the new command staff and get an opportunity to talk about issues the BIDs are facing.
8. **New Business:** Kent Smith acknowledged the remarkable work the Palmer Project has done on reaching out to the community. He announced they will be returning for the May Meeting to give an update regarding their bridge project.
9. **Adjourn:** *The meeting adjourned at 1:09pm.*





LA Fashion District BID
Board of Directors Meeting Minutes
Thursday, May 21, 2015

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Laurie Rosen, John Van den Akker, Suzette Wachtel, Debbie Welsch

Board Members Absent: Jason Deibler, Darlene Kuba, George Lintz, Brian Taban

Guest Present: Darrel Malamut – G.H. Palmer

Staff Present: Kent Smith, Rena Leddy, Jasmine Ramos, and Jose Gonzalez

The meeting convened at 12:06 p.m.

- 1. Public Comment**
- 2. Welcome & Introductions**
- 3. Presentation by Darrel Malamut, G.H. Palmer Associates – Pedestrian Bridge:** Darrel Malamut presented on the pedestrian bridge, over Olympic Blvd., which will connect building A and building B of the ground up project taking place on Broadway. The Board questioned the environmental impact and pedestrian orientation of the bridge. Malamut informed the Board the bridge is set for internal use for workers and tenants to access amenities. Pedestrians, as well as tenants will not be able to access ground floor commercial spaces via the bridge, forcing them to use sidewalks.
 - a. ACTION ITEM: Debbie Welsch moved to support G.H. Palmer's proposal to add a connecting bridge from Building A and Building B over Olympic Blvd. Mark Cohen seconded. The motion was unanimously approved.**
- 4. ACTION ITEM: Approval of Minutes: April 16, 2015:** Mark Chatoff moved to approve minutes. Brad Luster seconded. **The motion was approved by unanimous decision.**
- 5. Recommendations from Finance Committee**
 - a. ACTION ITEM: Approval of 2016 Assessment Rates:** Mark Cohen presented a detailed financial packet, which included the approved minimum wage increases. The Finance Committee discussed the need to increase BID assessments by 4% in 2016. In addition, based on the minimum wage timeline set by City Council, the Board may have to raise assessments an additional 4% in 2017 to cover all future increases. Kent Smith informed the Board, the last time the BID altered assessments in 2014 and it was to decrease assessments by 2.4%. The Board discussed ways to mitigate the 4% increase in the upcoming years, as everyone is currently struggling to incorporate the wage increase. **Debbie Welsh moved to increase the assessment by 4% in 2016, with the stipulation that staff review current funds for possible cuts to expenses.** Linda Becker seconded. **The motion was approved by unanimous decision.**
 - b. ACTION ITEM: 2016 Alleys Overlay Assessments Rate:** Mark Cohen presented the North & South Alley assessment rate for 2016. **Laurie Rosen moved to approve the assessment rate proposed by North & South Alley. Jorge Flores seconded. The motion was approved by unanimous decision.**
 - c. D & O Insurance FYI:** Kent Smith noted that the insurance policy is in good standing for Board Members & staff.
- 6. Adjourn to CLOSED SESSION: (Update on the Horlings v. City of Los Angeles, et al)**
Debbie Welsch moved to adjourn the meeting for closed session. Mark Cohen seconded. Motion approved to adjourn for closed session by a unanimous decision. Meeting adjourns for a closed session to receive an update from management on the Horlings case.
- 7. Reconvene Board Meeting:** Jorge Flores moved to reconvene the Board of Directors Meeting. Mark Chatoff seconded. The motion to reconvene was unanimously approved. Meeting reconvened. The Board



received an update from the Chair on the Horlings v. City of Los Angeles, et al lawsuit and no action was required.

8. **Operations Committee Report:** Laurie Rosen reported that the Operation Committee approved the purchase of 3 new trucks for the Clean team. Based on the wage and assessment increase, staff will review the cost of repairs to the trucks and determine whether purchases can be limited to two.

9. **Executive Director's Report**

Board of Director's Workshop: July 8, 2015: Kent Smith reported a workshop has been scheduled July 8, 2015. Location is TBD.

Update on Los Angeles Street Project: The Bureau of Street Services will present an update on the Los Angeles Street Improvement project to the community on June 24th & the Board June 25th.

Sidewalk Vending: Rena Leddy reported a hearing has been scheduled for May 27th, 7:00 p.m., DLANC's Office at 453 S. Spring St. It is pertinent all property owners urge tenants to attend and speak out.

Calendar of events: Kent Smith reported the staff has begun to circulate an internal events calendar for the Fashion District to better facilitate Clean & Safe team services.

10. **New Business:** Rena Leddy announced a 'Save The Date' for the following events:

Sidewalk Vending Hearings (please speak or invite tenants to speak)

May 27th, 7:00 p.m., DLANC's Office at 453 S. Spring St. Suite 1020 -- Public Hearing on Sidewalk Vending

June 18th, 6:00 p.m., City Hall, Public Hearing on Sidewalk Vending (for other locations and dates, email me)

Stakeholder Meetings

June 10th, CMC (LA Suite), 12 noon– Downtown Community Plan Presentation to the Fashion District BID

June 24th, 11th Floor, Cooper Building, 6:00 p.m. – Community Presentation on Los Angeles Street (update)

June 25th, BID Office, 12 p.m. - Board & Stakeholder Presentation on Los Angeles Street (update)

11. **Adjourn:** *The meeting adjourned at 2:13p.m.*

110 E 9th Street, Suite A 1175, Los Angeles CA 90079 p (213) 488-1153 f (213) 488-5159 www.fashiondistrict.org



LA Fashion District BID
Board of Directors Minutes
Thursday, September 17, 2015

Board Members Present: Linda Becker, Mark Chatoff, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Brian Taban, John Van den Akker, Suzetter Wachtel

Board Members Absent: Mark Cohen, Darlene Kuba, Laurie Rosen, Debbie Welsch

Guest Present: Patrick Nissim- Think Tank Gallery

Staff Present: Kent Smith, Rena Leddy, Jose Gonzalez, Ariana Gomez, Jasmine Ramos

The meeting convened at 12:00pm.

1. Public Comment

2. Welcome & Introductions: Patrick Nissim with the Think Tank Gallery introduced himself to the board.

3. Presentation by Think Tank Gallery: Patrick Nissim presented Think Tank Gallery's mural project, Property Owners are invited to volunteer available space on their property and with a small investment, commission an artist to create a mural for that space. The property owner will be able to be involved with selecting the artist and developing the art concept. The projects may run from \$5,000-\$15,000 with paint and documentation of the process included. Contact Patrick at patrick@thinktankgallery.org if interested.

4. ACTION ITEM: Approval of Minutes: May 21, 2015 Board: Mark Chatoff moved to approve minutes. John Van den Akker seconded. The motion was approved by unanimous decision.

5. Committee Reports

- Finance ACTION ITEM: Motion to review & approve 2014 Tax Returns:** Linda Becker moved to approve the 2014 tax returns. Jorge Flores seconded. The motion was approved by unanimous decision.
- Election committee report: ACTION ITEM: Motion to accept resignations of Jason Deibler and George Lintz:** Brad Luster moved to accept the resignation of Jason Deibler and George Lintz. Linda Becker seconded. The motion was approved by unanimous decision.
- Operations:** Steve Hirsh reported LAPD officials have met with the Mobile Food Vendor Association in an effort to create a plan of action should City Council legalize street vending. A follow-up meeting will be taking place within the month.

6. Upcoming Events

- Activating Public Space:** Ariana Gomez reported the first public space activation project occurred during Art Walk with an interactive art piece by Varenye, in the CMC plaza.
- Fashion District Presents an Urban Dinner with Chef Felix – October 15, 2015:** Ariana Gomez announced a publicity partnership with Happening DTLA in an effort to get the word out about the second space activation project, Urban Dinner Party. We have received our greatest sponsorship from Garment Lofts and UPS (Universal Protection Service). Tickets can be purchased from our website, for \$85 (wine included) and with only 100 spaces available, they are going quick.

7. Executive Director's Report

- Board of Director's Workshop Re-cap– July 8, 2015 ACTION ITEM: Motion to approve the priorities outlined in the Workshop Summary:** Mark Chatoff moved to approve priorities outlined in the Workshop Summary. Linda Becker seconded. The motion was approved by unanimous decision.
- Update on Los Angeles Streetscape Project:** Rena Leddy reported board members & stakeholders from Los Angeles St. voted the already allocated \$50,000 to placing big belly trash cans and tree grates on Los Angeles Street. There is room for 2 art installations if we can raise additional funding.

- c. **Sidewalk Vending Update:** Kent Smith reported BID consortium members have been meeting individually with Councilmembers to address the concerns of business owners surrounding street vending.
- d. **Homelessness Update:** Kent Smith Reported CDA sponsored a forum on homelessness statewide. The issues we are experiencing in the Fashion District with homelessness are wide spread. There is no one identifying cause. Due to multiple lawsuits being filed, it is becoming a real challenge to gain assistance from LAPD and the City. The BIDs are actively meeting to create actions plans to address the issue.

8. **New Business**

- a. **ACTION ITEM:** Motion to approve Sponsoring CA Fashion Assoc. Holiday Party: The Board decided people can individually contribute to the Holiday Party instead of as a Board action.

LA Fashion District BID
Board of Directors Minutes
Thursday, November 19, 2015

Board Members Present: Linda Becker, Mark Chatoff, Mark Cohen, Jorge Flores, Ramin Haverim, Steve Hirsh, Bradley Luster, Laurie Rosen, Brian Taban, John Van den Akker, Suzette Wachtel, Debbie Welsch

Board Members Absent: Darlene Kuba

Guest Present: Yul Kwon – KAMA, Trevor Kale - Chrysalis

Staff Present: Kent Smith, Rena Leddy, Jose Gonzalez, Ariana Gomez, Jasmine Ramos

The meeting convened at 11:53 am.

1. Public Comment

2. Welcome & Introductions

3. Presentations: Postponed until December 17, 2015 Board of Directors Meeting.

4. Approval of Minutes from September 18, 2015: Mark Chatoff moved to approve minutes. Linda Becker seconded. The motion was approved by unanimous decision.

5. Committee Reports

- a. **Finance:** Mark Cohen reported that the Finance Committee recommends the Board approve the 2016 Annual Operating Budget with the following changes: reformat page 1 of 13 by moving the “Allocation of Unspent Funds from Prior Years”, for both the BID and Santee Alley Overlays, to the bottom instead of having them with the Revenues section. They also asked Staff to revise Footnote A to state the BID expects the General Benefit funds to be paid by the City of LA. Lastly, they requested staff return to the Board before spending the \$50,000 budget (in Communications) for Consumer Data & Market Strategy and the \$50,000 budget (in Special Projects) to install banners in the District.
- b. **Operations:** No report.
- c. **Image & Communications:** Ariana Gomez debuted a short video of the Urban Dinner Party (UDP) to be used in the future to market the event to both sponsors and attendees. As a result of our partnership with Happening DTLA the dinner obtained over one million impressions on Instagram for this event.

6. MOTION: Presentation on 2016 Annual Operating Budget & Possible Approval: Board members discussed the presented budget. Jorge Flores moved to approve the budget as presented with consideration of the two line items discussed above, the Board will have the option not to spend the dollars. Laurie Rosen seconded. The motion was approved by a majority vote, with one nay from Mark Cohen. No abstentions.

7. MOTION: To Approve the 2016 Annual Planning Report to the City of LA: Mark Cohen reported the Finance Committee recommends the approval of the 2016 Annual Planning Report as presented. Mark Chatoff moved to approve the 2016 Annual Planning Report for the City of LA. Jorge Flores seconded. The motion was approved by unanimous decision.

8. Closed Session and Reopen Session to Meeting – Pending Litigation: Sidewalk Vending: Jorge Flores moved to enter closed session. Steve Hirsh seconded. The motion was approved by unanimous decision. The meeting closed at 1:01pm. The Board discussed pending litigation. Mark Chatoff moved to adjourn from closed session. Laurie Rosen seconded. The motion was approved. The meeting reopened at 1:16pm.

9. MOTION: Approve Treasures of Los Angeles Silver Sponsor Level & CCA Membership Renewal: Jorge Flores moved to approve Treasures of Los Angeles Silver Sponsor Level and CCA membership renewal. Mark Chatoff seconded. The motion was approved by a unanimous decision, with one abstention by Debbie Welsch.

- 10. Executive Director's Report:** Kent Smith reported that the LADWP is requesting a five-year rate change that seeks modest rate increases each year. City Council is also debating a motion that any building larger than 10,000 sq. ft. will have to disclose their energy and water consumption. Hearings for this matter will be held on Dec. 2nd and 3rd from 8am – 10am, locations will be sent out via email.
- 11. New Business:** Rena Leddy announced The Santee Alley was declared a “Street You Go To, Not Just Through” by Project for Public Spaces.
- 12. Adjourn:** *The meeting adjourned at 1:32pm*